

# ART 158

## Interactivity for the Internet VISUAL MEDIA & PERFORMING ARTS

Instructor: Laurie Burruss  
Schedule: TT 8:45 – 11:45 am, CA304  
Office Hours: CA 310  
TT 12 – 2 pm; MW 3:30 – 5 pm  
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### CATALOG DESCRIPTION

Introduction to the design and creation of interactive multimedia web sites that incorporate animation, graphics, text, and sound using JavaScript and the jQuery Framework. Exploration of interface, navigation, and information design as well as creation of customized interactivity and behaviors in web development and user experience design. Exploration of simple to complex interactive environments for output to the Web. Overview of career opportunities. Total of 36 hours lecture and 72 hours of laboratory.

### COURSE OVERVIEW

Art 158, an intermediate to advanced-level course, introduces the design and creation of interactive multimedia web experiences and applications that incorporate animation, graphics, text, and sound. Effective visual communication, creative problem solving and innovation, an understanding of the vocabulary of art, and techniques in portfolio presentation are some of the main objectives in this course.

The tutorials and projects will investigate web interaction tools (JavaScript and jQuery Framework), and a development platform for the web (HTML5 and CSS3). Key concepts include exploration of interface, navigation, and information design as well as the creation of customized interactivity in web sites and user experience. Using multimedia elements and vector-based animation and interactivity (jQuery and Canvas), students will explore simple to complex interactive environments for output to the Web. The course will introduce the specific and unique elements that make up interactive experiences, elements of animation, and introduce user interactivity design principles.

*All projects require problem solving, craftsmanship and creativity and most importantly TIME and EFFORT.*

### COURSE OBJECTIVES

Upon completion of this course, the student will be able to:

1. Define and describe the terminology, basic tools, and techniques necessary to create original finished art projects

for interactive multimedia web sites and web applications (JavaScript and jQuery as well as JS plug-ins and APIs).

2. Understand and demonstrate theories, techniques, and practices of user interface design, information design, navigation design, and integration of text, graphics, animation, and sound into complex interactive web-based user experiences and environments.
3. Understand content development, media acquisition, production, management, and output of web sites on a server.
4. Compare and contrast traditional and contemporary principles, theories, and applications of electronically generated interactive multimedia design environments for the web.
5. Identify career and vocational opportunities in the fields of design, animation, interaction, user and experience design, and fine arts available to the artist and designer.

**NOTE:** The instructor reserves the right to modify the course content, schedule, grading procedures, and assignments as the situation dictates. The instructor will inform the students of any such changes via e-mail and/or class announcements.

## ATTENDANCE

Attendance is studio time and thus mandatory! I keep an accurate record of attendance as required by the State. Non-attendance usually affects the quality and quantity of the work produced. I am reasonable. Please communicate extenuating circumstances. I consider 6 absences per semester excessive and may exercise the option to DROP you from the class roster. If you wish to drop or to withdraw, it is your responsibility to inform the Registrar's office.

**NOTE:** *I strongly suggest that you exchange phone numbers/email addresses with other members of the class, in order to have a contact for class work and lecture material if you should miss a class. Also, working with other students outside class will help you with problems and questions that arise as you work on various projects.*

## GRADING

Grades are based on the class work and assigned homework projects executed. I will grade each project as the semester progresses. By grading as we go along, you can see your strengths and weaknesses and hopefully improve. All the grades (numbering 9 to 11 assignments) are averaged to compute your final grade. Pluses and minuses will factor into the grades, although the final grade will appear as A, B, C, D, F, or I. Opportunities for extra credit will be given. Two weeks prior to the end of the semester, if you wish to redo or to improve a project for a better grade, you may re-submit a project(s) for a new grade at that time. I call this "Day of Redemption." I would rather have you learn, do, and experience all the projects than

fail. I would like to be your support system rather than your adversary. The criterion for grading is as follows:

**A** - Attendance, participation in class, all assignments, a one-page artist/gallery report. Work should show outstanding creative thought and effort and execution. "A" work is not merely competent, but daring!

**B** - Attendance, participation in class, all assignments, a one-page artist/gallery report. Work should show creative thought, effort, and execution.

**C** - Attendance, some participation, all assignments, a one-page artist/gallery report. "C" work simply fulfills the minimum requirements.

**D** - Attendance, less than all required project and papers completed, little participation. Work shows little or no understanding of concepts and a poor effort.

**F** - Failure to meet the above minimum requirements.

**I** - Given in the rare instance when a student has completed a substantial portion of the course work but due to extenuating circumstances, cannot complete the course by the final.

Coursework can then be arranged for completion within one year for a grade.

## STUDENT LEARNING OUTCOMES

1. Identify the formal elements, theories, techniques, and principles of interactive design, interface design, information design, and project management (storyboards, flowcharts, asset acquisition, project briefs, etc.) and investigate their role in creating dynamic interactive projects for the Internet.

**0= Inadequate:** Work shows little or not comprehension of the elements and principles of design and composition

**1=Beginning:** Work shows a poor understanding of the elements and principles in the composition

**2=Adequate:** Work shows an average understanding of the elements and principles in the composition

**3=Proficient:** Work shows an effective understanding of the elements and principles of design and composition

**4=Mastery:** Work shows an excellence and sophistication in the use of the elements and principles of design and how these relate to a strong composition

2. Create and construct original interactive projects, using professional interactive authoring tools for the Internet (such as JavaScript and jQuery) to explore interactivity using programming, animation, APIs, websites, and alternative output methods.

**0= Inadequate:** Work is incomplete, missing or exhibit little effort to acquire skill/control in manipulation of media using professional tools and material.

**1=Beginning:** Work exhibit weak or inconsistent skill/control

in manipulation of media using professional tools and material

**2=Adequate:** Work exhibit sufficient skill/control in manipulation of media using professional tools and material

**3=Proficient:** Work exhibit good skill/control in manipulation of media using professional tools and material

**4=Mastery:** Work exhibit outstanding skill/control in manipulation of media using professional tools and material

3. Analyze and evaluate, orally and in writing, interactive Internet behaviors and experiences, their applications in industry (learning, gaming, promotional, and marketing), and team project workflow utilizing the critique process.

**0= Inadequate:** Student is unavailable or exhibit little effort in any critique process

**1=Beginning:** Student shows an incomplete or poorly verbalized aesthetic analysis in written and/or verbal presentation and critique

**2=Adequate:** Student shows an average aesthetic analysis in written and/or verbal presentation and critique

**3=Proficient:** Student shows a convincing aesthetic analysis in written and/or verbal presentation and critique

**4=Mastery:** Student shows a mature and articulate aesthetic

## COLLEGE STATEMENT ACADEMIC INTEGRITY

"Each student should be thoroughly familiar with the Standards of Student Conduct and with regulations of the College. Students attending the College are expected to maintain satisfactory standards of citizenship at all times on the campus and in the community. Satisfactory citizenship includes conduct that respects the rights of all individuals, which avoids actions disruptive to the ongoing education program and which does not violate specific prohibitions outlined in the Education Code.

When it is indicated that citizenship is unsatisfactory, the student may be subject to the following: reprimand, disciplinary probation, administrative class withdrawal, suspension or expulsion, as conditions warrant. Unsatisfactory citizenship includes, among other things, cheating, plagiarism, hazing and conduct disruptive to the teaching-learning process." (PCC Catalog , p. 50)

## SPECIAL NEEDS

If you have a learning or physical disability and believe you would benefit from reasonable accommodations, you may wish to identify yourself to me. You can arrange for services through the Disabled Student Programs & Services in D209 (626/585-7127) during their office hours. If you have any questions about this, please see me. For information, go to <http://www.pasadena.edu/student-services/dsps>.

## SPRING BREAK FINAL EXAM

MAR 07 – MAR 13 2015  
Week of MAY 04 2015